

**DRAFT**  
**BEACH BUSINESS IMPROVEMENT DISTRICT ADVISORY COMMITTEE**  
**CITY HALL**  
**8<sup>th</sup> FLOOR CONFERENCE ROOM**  
**100 NORTH ANDREWS AVENUE**  
**FORT LAUDERDALE, FL 33301**  
**September 14, 2015, 3:30 P.M.**

| MEMBERS  | September 2015 – August, 2016 |         |              |         |        |
|--|-------------------------------|---------|--------------|---------|--------|
|  | REGULAR MTGS                  |         | SPECIAL MTGS |         |        |
|  |                               | Present | Absent       | Present | Absent |
| Greater FTL Chamber of Commerce<br><u>Eduardo Fernandez</u> , Chair                        | P                             | 1       | 0            | 0       | 0      |
| Marriott Courtyard<br><u>Bill Cunningham</u> , Vice Chair<br>Thomas Miller, Alternate      | P                             | 1       | 0            | 0       | 0      |
| B Ocean Fort Lauderdale<br><u>Jean Capps</u> (Arr. 3:40 p.m.)<br>Steven Donahue, Alternate | P                             | 1       | 0            | 0       | 0      |
| The Gallery at Beach Place<br>Mick Grosh, General Manager<br>Carmen Barbagelata, Alternate | A                             | 0       | 1            | 0       | 0      |
| The “W” Hotel, Capri Hotel, LLC<br><u>Michel Notten</u> , Alternate                        | P                             | 1       | 0            | 0       | 0      |
| Beach Redevelopment Adv. Board<br><u>Ina Lee</u>   | P                             | 1       | 0            | 0       | 0      |
| Bahia Mar<br>Patrick Reece<br>John Hopwood, Alternate                                      | A                             | 0       | 1            | 0       | 0      |
| Ritz Carlton Hotel<br>Greg Cook<br>Monique Soriano, Alternate                              | A                             | 0       | 1            | 0       | 0      |
| Marriott Beach Place Towers<br><u>Madeline Clark</u><br>Jackie Foster, Alternate           | P                             | 1       | 0            | 0       | 0      |

**Staff**

Don Morris, Economic and Business Development Manager

Dan Barnett, Wizard Entertainment, BID Manager  
Cija Omengebar, Economic Development Aide  
Lutecia Florencio, Administrative Aide  
Jamie Opperee, Prototype

### **Presenters and Guests**

#### **Communications to the City Commission**

None

#### **I. Call to Order / Roll Call / Quorum**

Chair Fernandez called the meeting to order. At this time there are 9 appointed members to the Board, which means 5 would constitute a quorum.

Roll was called at 3:30 p.m., and it was noted there was a quorum.

#### **II. Approval of Minutes**

- **August 10, 2015**

**Motion** made by Ms. Lee, seconded by Mr. Cunningham, to approve the minutes of the August 10, 2015, meeting as presented. In a voice vote, the motion passed unanimously.

#### **III. Marketing Concept for the Beach / Homeless Issue Project – Andy Mitchell**

Mr. Mitchell reported that he and Mr. Barnett have been discussing how to develop a consistent brand for the beach. People he has spoken with said they love the following about Fort Lauderdale:

- Feels like a community
- Family-oriented
- People know each other
- Place that people stick together

Mr. Mitchell commented that the image of Fort Lauderdale is casual elegance, sophisticated, and reaffirms the affinity for family and community. The holiday image should reflect those attributes and be consistent along the beach. Mr. Mitchell emphasized the opportunities Fort Lauderdale has to capitalize on the mild winter weather. He remarked that they need to stay with the same imaging every season.

[Ms. Capps arrived at 3:40 p.m.]

Ms. Lee reported a meeting she had with Steven Donahue, Director of Sales and Marketing for B Ocean, and said they agreed that a public relations agency is needed to promote the beach year-round. She thought the BID should finance it. Separate from the holiday season branding, there are many other opportunities such as the volleyball tournament, boat show, etc. Ms. Lee also mentioned that the Beach Council marketing meeting talked about tying together all social media for all major hotels.

Chair Fernandez commented that the BID had considered going out for an RFP for re-branding the beach years ago but decided to not go forward with it. He added that the BID needs to stay true to the mission of funding something that will bring greater ROI to the beach area. Ms. Lee clarified that she was not referring to branding, but to public relations. Mr. Mitchell commented that offering a personal, memorable experience to visitors is more powerful than advertising.

Ms. Lee continued that she envisions all the hotels advertising under one banner for the CVB co-op program. She thought the BID could buy a banner, or hire a PR firm to market the beach. She described some web options for advertising.

Mr. Barnett pointed out that some hotel brands do not like to co-mingle (per corporate), even though they want to be a part of a Fort Lauderdale destination. Ms. Lee mentioned that in the past years, she has donated a full-page ad for myfortlauderdalebeach.org in every issue of "Travelhost." She mentioned that other beaches are doing full-page ads in the same section/area of the magazine.

Discussion ensued on the value of a public relations campaign, with most thinking it should be explored, particularly to overcome the perception of the beach as a Spring Break destination. Mr. Morris suggested that they have a workshop to discuss the budget so they know how much money would be available.

Ms. Lee introduced Heidi Dennis, Chair of the Beach Council of the Greater Fort Lauderdale Chamber of Commerce and General Manager of the Atlantic Hotel and Spa.

Mr. Mitchell returned to his talk, beginning a PowerPoint presentation on the homeless issue at 4:00 p.m. Highlights included a brief video of Operation Life Hope, the continuum of care, plans to eliminate veterans and families from the homeless population, coordinating efforts of assisting agencies, and the September 25 event at Broward Convention Center. He noted that sponsorship packets were in the Board packets and urged the hotels and restaurants to participate.

#### **IV. BID Manager Update – Dan Barnett, BID Manager**

Mr. Barnett showed a draft of the holiday light display. Mr. Morris said they had tried out some variations on the lettering, and he distributed a copy of the final result, pending engineering drawings.

Mr. Barnett announced they are in the “soft opening” phase for Food & Beverage on the Beach. Four applications are completed and the restaurants will begin serving in early October. He asked Board members to motivate their properties if necessary.

Mr. Barnett said they will probably have between four and seven active zones. They are considering sandwich board signs behind the lifeguard stands in active areas only during ordering hours. Mr. Barnett said they have also discussed putting vertical banners on poles on the east side of the street in the active areas. After the program gets going, they may ask for funding to make aerial banners (towed by airplanes) on Saturday and Sunday each weekend for six to eight weekends in a row.

Mr. Morris remarked on the importance of the Board members’ properties participating in the program. He also mentioned that merely handing out menus to people in chairs on the beach will not work. Individual hoteliers cannot hand out menus to their guests; everybody sitting in that zone has to have the opportunity to order. The program has to be consistent throughout the beach. Furthermore, Mr. Morris pointed out that paper menus would contribute to trash on the beach, and the Parks and Recreation Department was assured there would not be any paper menus involved in the program.

Mr. Notten expressed concern about possible fraud with payments being made via smart phones or the website. Chair Fernandez explained that the ordering process belongs to each individual business. Eventually, they want to offer the ability for businesses to actually do a seamless transaction. Mr. Barnett explained that the customer would go to the landing page ([myftlb.com](http://myftlb.com)) and then go to the hotel’s page; the hotel would decide how to execute the order/payment. Someone could also walk the beach to take orders digitally. It was noted they could re-evaluate the program’s efficiency after several months and modify it if necessary.

Mr. Barnett stated that all major zones are covered. Chair Fernandez said the Westin had originally not planned to participate because it would not bring a financial return, but they will try it for a year on a trial basis.

Mr. Barnett reported he has met with the Fort Lauderdale Wine and Food Festival promoters and wondered how it went. Chair Fernandez said that Tim Petrillo was involved with it the past year, and they want to expand it to have more venues. Ms. Lee said the CVB is taking it on as a major marketing issue; she said it is a great opportunity for Fort Lauderdale Beach. Mr. Barnett wondered if the event would want BID support and suggested a presentation at the next meeting.

Mr. Barnett stated he had talked to Mr. Nylan from Huka Productions – he said the possibility of doing a second event in April, 2016, was very low due to environmental concerns. Mr. Nylan informed him that November of 2016 would be better suited for a second event.

Ms. Capps said she had met with Grant (Huka Productions), who is considering another opportunity to bring a music event during the low season. He was talking about back-to-back events.

Ms. Lee mentioned that the Florida Fish and Wildlife Commission had a state-wide meeting recently, and turtles were addressed as a non-agenda item. Dan Lindblade, Abby Laughlin, and John Weaver spoke and found out that the commissioners did not know anything about the turtle light problems occurring in Fort Lauderdale. They were more than willing to talk with the City about the issues. Ms. Lee continued the commissioners were receptive to financial impacts of the lighting issues. She said the Coastal Coalition has invited Dr. Elizabeth Trudeau's superiors and others for presentations.

Mr. Morris reported that staff got their consultants to bring a proposal upon which staff made a recommendation to the City Commission regarding the lighting initiative. He said the Commission did not provide direction on it, so staff is moving forward with the current lighting plan. Staff met with different lighting companies to explore alternate methods of lighting on the beach and alerted the Board that they may have to provide some funding for new lights north of Alhambra on the west side of A1A. Mr. Morris stated there was a problem inasmuch as they are at 30% design plans for the projects, and it is difficult to introduce a new element into the Streetscape Project at this time. Hopefully, staff will get direction from the City Commission at a later time.

Chair Fernandez said they were waiting for the sidewalk/wall to be completed and had "high hopes" for the lights; however, when they were switched on, there was not much illumination.

Mr. Morris shared that the City Commission has made preliminary BID appointments, which will be finalized on September 16, 2015. He read the preliminary list of names, noting there were some changes due to the ranking of the top ten positions. Chair Fernandez and Ms. Lee expressed appreciation to Ms. Clark for her service.

Ms. Lee announced a joint meeting with the City Commission and the BRAB on October 12, 2015. She urged members to attend the meeting since no hoteliers will be represented, and she forecast many residents would attend. Mr. Morris advised they would not be discussing the Aquatics Complex except for cost escalation. He added that their biggest issue is to get a set of priorities from the City Commission to help them go forward.

Mr. Barnett said the box wraps have been approved, and they are working out small details. He plans to look at the design for the QR code patch. Mr. Morris also mentioned the boxes have to be thoroughly cleaned before wrapping them.

**V. Communications to City Commission - none**

**VI. Old/New Business**

Ms. Lee mentioned that the County is planning for beach renourishment in November at Segment 2. She said they need to find out how the incoming sand is going to impact the beach – where the staging is, what the timing is, etc. Ms. Lee said they also need to find out what the County's plans for outreach. She gave more details of the County's negotiations with the Army Corps of Engineers regarding funding and timing. There will be 58,000 truckloads of sand brought in. Ms. Lee recommended reaching out to County Commissioner Chip Lamarca, and Chair Fernandez said he would do that.

Ms. Lee distributed a letter from the Chief of Police about the Ambassador Program in the downtown Himmarshee area. She thought the Board should discuss the feasibility of spending funds to bring an Ambassador program to the beach area to help supplement the police. She also had a letter from Chris Wren from the Downtown Development Authority about the program.

Hearing no further business, Chair Fernandez adjourned the meeting at 4:54 p.m.

[Minutes prepared by J. Rubin, Prototype, Inc.]

Attachments:

PowerPoint presentation on the homeless issue – Andy Mitchell

Draft of holiday light display – Dan Barnett

Draft of lettering variations for holiday display – Don Morris



**Memorandum**

**Memorandum No: 15-178**

**Date:** September 15, 2015

**To:** Honorable Mayor and Commissioners

**From:** Lee R. Feldman, ICMA-CM, City Manager

**Re: Beach Wrack Pilot Project**

---

During its June 2, 2015 meeting, the City Commission discussed a communication from the Sustainability Advisory Board (SAB) recommending that the City designate one or more stretches of beach from which beach wrack, the organic material washed onto the beach by waves and wind, would not be removed (Exhibit 1). Currently, the City of Fort Lauderdale (City) removes, on average, 4.6 tons of wrack every day from its beaches, composts it at Snyder Park, and then uses the resulting compost for Parks and Recreation planting and landscape projects. It is estimated that this composting saves the City \$180,000 a year in disposal costs. Key reasons for leaving the tide-deposited seagrass and algae on the beach include providing food and habitat to shoreline wildlife and serving as a seed source for dune vegetation. Numerous coastal municipalities such as Sarasota County, Palm Beach County, Lee County, and others preserve wrack lines in certain areas of their beaches.

The City Commission directed staff to implement a pilot program to allow a section of the beach to accumulate beach wrack. The City's Public Works Sustainability Division and Parks and Recreation Department identified the area between SE 5<sup>th</sup> Street and Las Olas Boulevard (approximately 0.2 miles in length) for the pilot program to provide benefits to the coastal environment, to act as an educational measure for the public, and to receive public feedback. The outline of the pilot project is attached (Exhibit 2).

Through a combined effort, the Public Works Sustainability Division and the Parks and Recreation Department will implement and monitor the beach wrack pilot program. Prior to the start date of the beach wrack pilot project, the Sustainability Division will conduct community outreach during the months of September and October by presenting the pilot project to and soliciting feedback from the following community groups during their



regularly scheduled monthly meetings: Beach Business Improvement District Advisory Committee, Beach Redevelopment Board, Beach Council, Central Beach Alliance, and the Parks, Recreation, and Beaches Advisory Board. If concerns are raised by other advisory boards during the outreach period, prior to the pilot project implementation, the matter will be brought back to the Commission before moving forward.

Attachments:

Exhibit 1 – Sustainability Advisory Board Communication to the City Commission

Exhibit 2 – Beach Wrack Pilot Description

C: Stanley D. Hawthorne, Assistant City Manager  
Susanne M. Torriente, Assistant City Manager  
Cynthia A. Everett, City Attorney  
Jeffrey A. Modarelli, City Clerk  
John C. Herbst, City Auditor  
Nancy Gassman, Assistant Public Works Director-Sustainability  
Department Directors  
CMO Managers



## **Exhibit 1 Communication to the City Commission**

**DRAFT**

**CITY OF FORT LAUDERDALE  
SUSTAINABILITY ADVISORY BOARD  
CITY HALL CONFERENCE ROOM  
100 NORTH ANDREWS AVENUE – 8<sup>th</sup> Floor  
April 27th, 2015 – 7:00 PM**

|                              |            |            |         | Cumulative Attendance<br>1/2015 through 12/2015 |  |
|------------------------------|------------|------------|---------|---|--|
| MEMBERS                      | APPT<br>By | ATTENDANCE | PRESENT | ABSENT  |  |
| 1. Alena Alberani, Chair     | II         | P          | 3       | 1   |  |
| 2. Jason Liechty, Vice Chair | IV         | P          | 4       | 0   |  |
| 3. Daniel Ayers              | M          | P          | 3       | 1   |  |
| 4. Lawrence Clark            | I          | P          | 2       | 0   |  |
| 5. Lance Cutrer              | I          | P          | 2       | 0   |  |
| 6. Jeffrey Huber             | II         | P          | 2       | 1   |  |
| 7. Jim Moyer                 | III        | P          | 4       | 0   |  |
| 8. Chad Scott                | II         | P          | 2       | 1   |  |
| 9. Mate Thitisawat           | C          | P          | 3       | 1   |  |
| 10. Enrique Vadiveloo        | IV         | A          | 3       | 1   |  |
| 11. Cheryl Whitfield         | III        | P          | 3       | 1   |  |

### **Staff Present**

#### Sustainability Division of Public Works

Gene Dempsey, Urban Forester

Melissa Doyle, Program Manager - Solid Waste & Recycling

Adrienne Ehle, Environmental Analyst, Interim Staff Liaison

Nancy Gassman, Assistant Public Works Director – Sustainability Division

Glen Hadwen, Sustainability Manager

### **Call of Order/Roll Call**

The meeting was called to order by Chair Alberani at 7:00 pm, roll was called, and it was determined a quorum was present.

### **Communication to the City Commission**

The Sustainability Advisory Board recommends identifying one or more sections of beach where beach wrack, the organic material washed onto the beach by waves and wind, would not be removed.

The Board further recommends the installation of educational signage at any selected stretches explaining the importance of beach wrack, the threats to the beach posed by erosion and sea level rise, and the importance of dunes to coastal resilience.

Beach wrack is defined more fully as "organic material such as kelp and sea grass that is cast upon the beach by surf, tides, and wind. It marks the high tide line. The organic portions of wrack provide food and habitat to many species that inhabit the shoreline, including insects and birds. Wrack also provides an incubator to grasses and other plants which grow along the shoreline and help to anchor dune systems." (Source: [www.beachapedia.org](http://www.beachapedia.org).)

Although often considered unsightly and removed as part of beach "grooming"—the current practice in Fort Lauderdale, where the collected organic material is composted—beach wrack is vital to the coastal dune system and beach ecology. Beach wrack serves as a seed source for beach vegetation, allowing dunes to form. Dunes protect beaches from erosion and thus buffer coastal cities against sea level rise. As Tropical Storm Sandy demonstrated, beach areas without dunes suffer more damage from erosion. Beach wrack plays a similarly integral role in the beach ecosystem, supplying food and protection for organisms. The wrack line is like a seafood buffet for migrating shorebirds, especially species with very long-distance migrations; they depend on it to feed. Florida is a critical geographic location for this feeding before or after birds cross the ocean during their migratory journey.

Numerous coastal municipalities are aware of the vital services provided by beach wrack and prohibit the removal of wrack lines, except under extreme circumstances. The Board therefore recommends that the City designate one or more stretches of beach from which beach wrack will not be removed, for the benefit of the coastal environment and as an educational measure for the public.

Respectfully submitted,  
The Sustainability Advisory Board

### **Attachments**

- I. **Beach Wrack Presentation** (SAB meeting 2/23/15): select slides showing examples of educational signage from: Santa Barbara, CA; San Onofre State Beach, CA; Sarasota County, FL.

### **Motion**

Motion made by Mr. Liechty, seconded by Mr. Scott to advance the above Communication to the City Commission. In a voice vote, the motion passed 10-0.

## Educational Signage - Santa Barbara, CA.



## Educational Signage - San Onofre State Beach, CA



## Share the Shore Signage - Sarasota County, Florida



## **EXHIBIT 2 Beach Wrack Pilot Project Description**

For a three month period, from December to February 2015; Parks staff will refrain from removing any wrack, debris or other materials that accumulate between the ocean and wrack line in the pilot area, shown in Figure 2, between SE 5<sup>th</sup> Street and Las Olas Boulevard (approximately 0.2 miles in length). Large, potentially dangerous items such as tires, rope, dead animals, etc. will be removed to maintain a safe environment for our neighbors. Public Works Sustainability Division staff will visit the pilot area every Monday and Thursday between 8 AM and 10 AM and note the following observations:

- Height and width of the wrack – Measuring the height and width of the wrack twice a week as it accumulates. Staff will also photograph the area to document the conditions of the beach wrack on each day observed.
- Amount of wildlife present – Counting the number of birds present on the ground between the wrack line and the ocean.
- Amount of trash present – Counting the number and noting the types of pieces of visible trash between the wrack line and the ocean in the pilot area.

It is estimated that this project will require 86 hours of staff time to complete. The tasks will be performed primarily by staff from the Sustainability Division and Parks and Recreation Department. Specific tasks include the following:

Tasks performed by Sustainability Division:

- 10 hours of community outreach
- 4 hours per week to monitor the wrack over the three months of the project
- 8 hours to compile data and determine the outcome of the pilot project

Tasks performed by the Parks & Recreation Department

- 16 hours over a 1 week period to clean the wrack at the conclusion of the pilot project

The comments received through Lauderserv will be tracked for the duration of the pilot project. The number and type of comments will be compared to those submitted for other areas of the beach and to the calls received prior to the pilot project for the pilot area. In addition to monitoring these metrics, staff will install educational signage to be posted from SE 5<sup>th</sup> Street to Las Olas Boulevard explaining the importance of beach wrack to our neighbors, with the following language:

*This is a pilot project by the City of Fort Lauderdale to preserve the natural environment of our beach by allowing beach wrack to naturally accumulate on our shores. This accumulation can provide food and habitat to shoreline wildlife and reduce erosion. If you have any comments please report them via 954-828-8000 or [www.fortlauderdale.gov/lauderserv](http://www.fortlauderdale.gov/lauderserv).*

After three months, the Sustainability Division will compile the results of the pilot study and, in consultation with other staff, make a recommendation to the City Manager. The project will meet select objectives provided by the SAB if the following is observed:

- Increase in wildlife present
- Absence of visible trash
- More positive than negative comments received through Lauderserv

The project may be terminated at any point by the City Manager in the best interest of the City.





June 30, 2015



July 2, 2015

Figure 1. The above photos portray the beach wrack at 6 AM in the areas between Las Olas Boulevard and SE 5<sup>th</sup> Street on Fort Lauderdale Beach prior to the daily wrack removal.

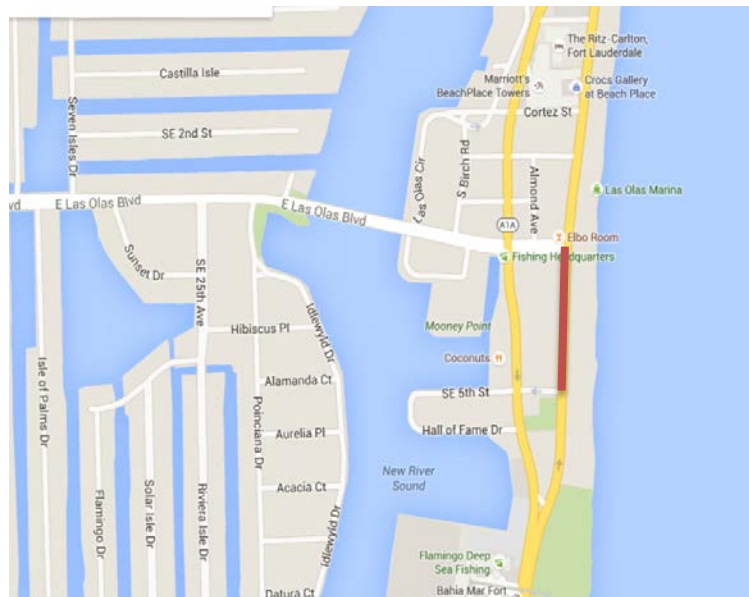


Figure 2: The above map highlights the pilot project area which will include the beach between Las Olas Boulevard and SE 5<sup>th</sup> Street on Fort Lauderdale Beach.

# BEACH BUSINESS IMPROVEMENT DISTRICT (BID)

## EVENT PROMOTION/SPONSORSHIP GRANT APPLICATION

1) **Name of Event:** Friday Night Sound Waves

2) **Location of Event:** Las Olas and A1A Promenade

3) **Date(s) of Event:** Friday Night, 5:30pm – 8:30pm year-round, Seasonal Series

### Sunset Times

- |  |        |                             |
|--|--------|-----------------------------|
| • <b>Winter:</b> January 8 – March 25    | 12wks  | 5:50p / 6:30p (7:30 last 2) |
| • <b>Spring/Summer:</b> May 6 – July 29  | 13 wks | 7:55p – 8:10p               |
| • <b>Fall:</b> September 2 – November 18 | 13 wks | 7:30p – 5:30p (LDW 9/2-5)   |

4) **Proposed Activities Planned:**

**Weekly:** Live music performances by local bands, including but not limited to, Jazz, Latin, Country, Top 40, Indie, Oldies and Classic Rock genres.

**Monthly:** Local Community Night (Themed), Food or Fashion Activity, Interactive Performance Artists, Art Classes (Painting with a Twist), Dance Classes, Children’s Activities, F&B on the Beach Picnics, Themed events – Easter Egg Roll (March)

**Seasonally:** Season kickoff party (January, May, September) with Food, Beer & Wine Sales

5) **Provide a detailed marketing plan that explains how the proposed event will be marketed / advertised.**

Friday Night Sound Waves will take advantage of its “pop-up” grass roots start by utilizing an organic advertising and marketing plan which incorporates social, digital and traditional medias and unique experiential occurrences.

Social and Digital Marketing platforms will include the use of the BID’s current Facebook and Twitter pages (MyFortLauderdaleBeach.com) and place page (The Hub), as well as the addition of newly dedicated “The Hub” platforms on Instagram, Flickr, YouTube and Periscope. This new aspect will have a dedicated photographer and social media manager to garner maximum exposure with a heavy emphasis on video, live broadcasting and photo sharing.

Paid advertising platforms will include social directed branded collateral distribution on-site and throughout the Greater Fort Lauderdale area, local focused weekly and/or monthly “events within events”. Cross over digital, traditional advertising and PR will incorporate local, regional and national outlets through paid and sponsored advertisement via newspaper, magazines, and a self-published publication with free and paid advertising opportunities for the BID, Sponsors and BID-zone area businesses.

6) **Explain in detail the positive economic impact the proposed event will have for the BID and Beach Business. How these impacts will be measured and reported to the BID, and Explain in detail how the proposed event will aid in the BID’s efforts to identity or brand the beach as a world-class destination.**

- Unlike an event over a certain period, having live music consistently on Fort Lauderdale Beach helps to create a sense of community, and reinforces Fort Lauderdale Beach’s image as an easy, friendly, “happy” destination, and has the full support of the CVB office of Film,

Art and Music as an enhancement to their destination marketing plan.

- Having live music every Friday night offers a unique selling tool for Hotel properties as a benefit for weekend guests to enjoy the area “like a local”. This FREE entertainment is an added benefit for visiting guests and illustrates Fort Lauderdale Beach as a family-friendly destination, which embraces art, music and entertainment.
- As the promenade is a near equal split from the north and south point hotels, it provides guests the opportunity to explore the area and reinforce some of the destinations finest selling points; the ocean view and ease of getting around by foot, bike, water taxi and /or sun trolley.
- For locals, Friday Night Sound Waves reinforces the Fort Lauderdale Beach brand that the area has “grown up”. It helps distinguish as not just the “tourist zone” but also one of the reasons they chose the Greater Fort Lauderdale area as a place to live, work and play. This benefits restaurant and retailers as a first stop pre-dinner or after happy hour location, but also provides an excellent opportunity for locals to reacquaint themselves with “their beach” and gather with family and friends.
- Having live music on Fort Lauderdale Beach in a visible location opens up the opportunity to promote nearly 2-dozen live music and entertainment venues at hotel outlets and local restaurants/bars along the 2-mile stretch of A1A. This also speaks to the beach destination as more than ocean and sand, but a true destination to enjoy Food, Music, Entertainment and World-class Accommodations.
- The City of Fort Lauderdale’s Street Performer ordinance, passed in April 2015. \* Mayor Jack Seiler hoped it would create “a more active, vibrant downtown and beach” and Beach resident Abby Laughlin, a Central Beach Alliance board member, was all for the change, stating “We’re growing up and we’re figuring out the things we need to be a world-class destination and this is part of it,” Laughlin said. *\*sun-sentinel article by Larry Baransky, March 29, 2015*

**7) BID event sponsorship, if approved, shall only be “seed” money, with contributions reduced in subsequent years. Provide a business plan detailing how the proposed event will become self-sustaining within 3 to 5 years.**

Event Producer, rAv Communications, has a successful record of accomplishment in the creation, development and organization of special events for both corporate and non-profit entities. One of our core competencies is the ability to secure corporate sponsorships, manage fulfillment, and create unique experiential experiences, which layer and organically help grow public awareness and the event.

The plan is to build on the momentum and success of the 2015 Summer Series and grow the event through an investment in stage quality, appearance, entertainment, and advertising campaign making it highly desirable for future sponsors, including the City of Fort Lauderdale’s Beach CRA and other entities.

While the year-one funding requests represents nearly 80% of the event overall costs, of which, 71.5% are hard-cost items, we do not foresee needing any additional funding beyond 4-5 years, with a projected decrease in BID funding request to \$80,000 - \$100,000 in year two, \$80,000 - \$50,000 in year three, \$50,000 or less in year four and five.



8) **Total Cost of Event (38-weeks):** \$185,000

|   | Budget percentage |
|---|-------------------|
| • <b>Entertainment:</b> \$95,000  | 51%               |
| • <b>Advertising:</b> \$19,000  | 10%               |
| • <b>Marketing Collaterals:</b> \$10,000<br>(Signs, Banners, Brochures, Social Cards) | 5.5%              |
| • <b>Giveaways:</b> \$4,600   | 2.5%              |
| • <b>One-Time Purchases:</b> \$4,500<br>(Tent, Flags, A-Frames, Tablecloth)           | 2.5%              |
| • <b>Management:</b> \$29,000 +/-   | 16%               |
| • <b>Social Media Manager:</b> \$11,200   | 6%                |
| • <b>Event Site Support:</b> \$10,400   | 5.5%              |

9) **Revenue Sources** (*other than amount requested from BID*):

rAv Communications is currently in negotiations with Constellation Brands (a Southern Wine & Spirits Division) – for presenting cash contribution / sponsorship fee of \$60,000.

Solicitation to media sponsors, members of the business community and CVB to take on unique roles to help develop and grow the Friday Night Sound Waves event, has all met favorably with in-kind event sponsor support. Approximate in-kind value thus far, \$70,000

Outreach to the FIU School of Hospitality & Management to source paid internships for onsite management provides in-kind revenue for staffing and marketing support.  
Approximate in-kind value, \$25,000

As a wholesale printer, rAv Communications offers in-kind support through wholesale rate printing for event marketing collaterals, thereby cutting hard costs in half.

Via a M.O.U. with the City of Fort Lauderdale Parks and Recreation Department, rAv Communications will act as the managing entity for the Friday Night Sound Waves Live Music Series, while the Parks & Recreation Department will assume a support role in maintaining the site, (Fort Lauderdale Beach Hub) and

10) **Amount Requested from BID:** \$150,000